

FIG. 1

120/125/140

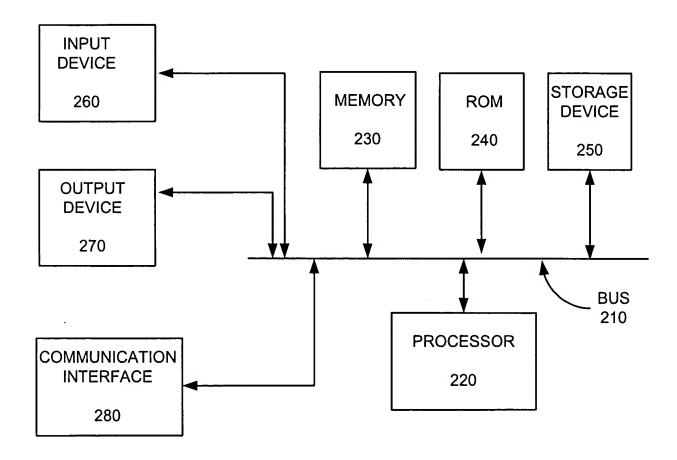


FIG. 2

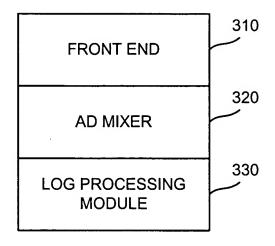


FIG. 3

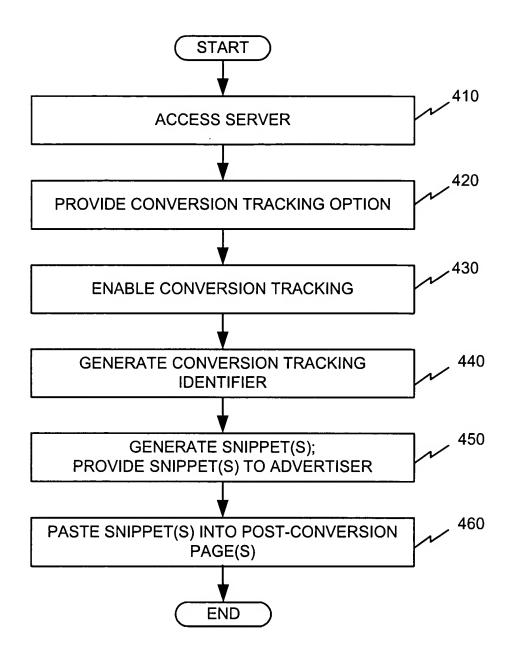
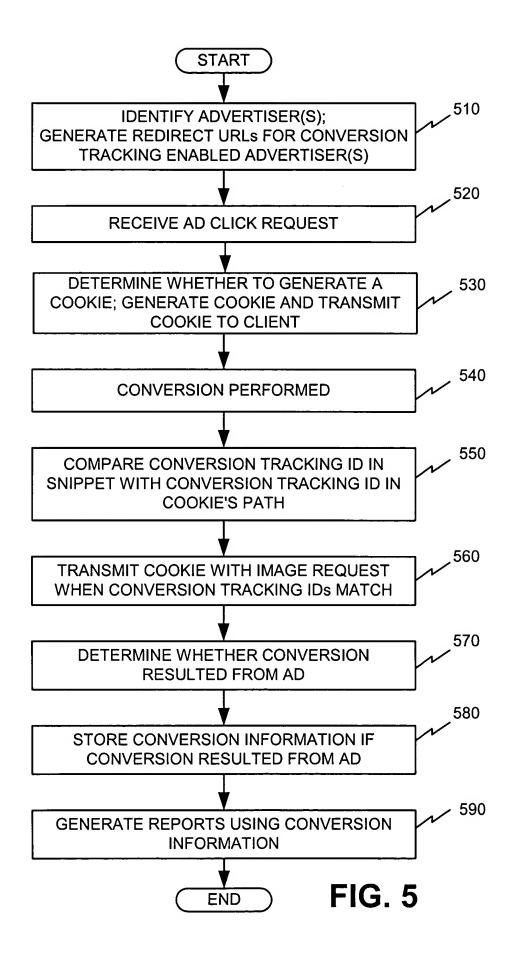


FIG. 4



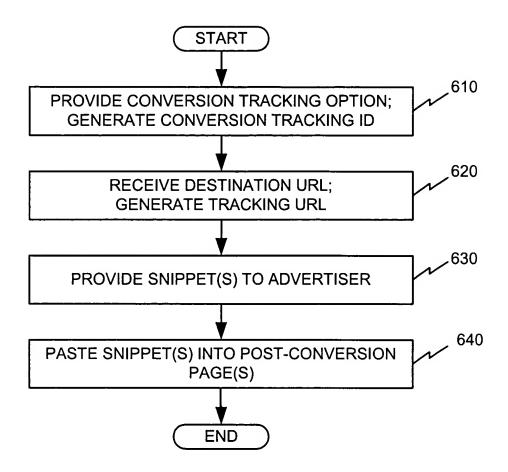
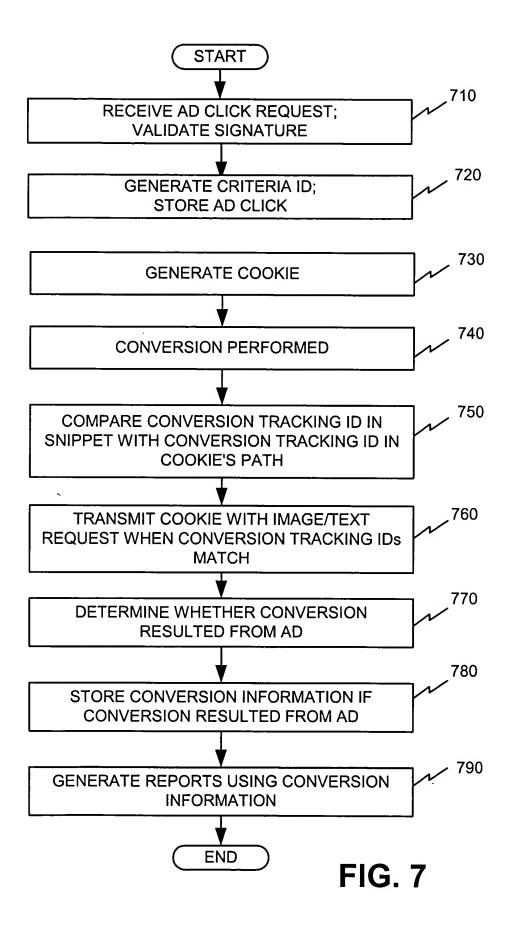


FIG. 6



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FIG. 8

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FIG. 9

Google Adwords: Conversion Tracking - Mozilla Firebird	
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FIG. 10

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FIG. 11

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FIG. 12

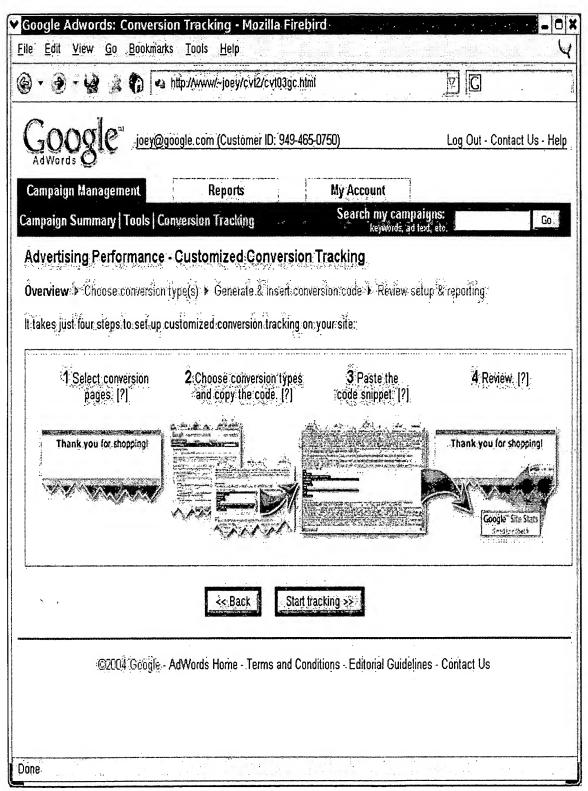


FIG. 13

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Signup Designed for site	es interested in tracking sign-up statistics for subscribilions	or newsletters
Page View Helps sites trac	k how many pages a user has viewed or the length of a visit	
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FIG. 14

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FIG. 15

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Advertising Performance - Basic Conversion Tracking		
Overview • Choose conversion type(s) • Generate & insert conversion code • Re	view setup & reporting	
s conversion tracking working? You should see conversion statistics once someone and completes a transaction on your site.	clicks on your Google AdV	Vords ad
lf you know that a conversion was completed:		
• Go to the Campaign Summary page (at least one hour later) and check your	statistics.	-
If you would like to complete all the conversion steps yourself:		***************************************
 Click one of your AdWords ads and complete a transaction. Go to the Campaign Summary page (at least one hour later) and check your 	statistićs::	
What if I don't see my conversion statistics? Click here	· .	•
What if my conversion numbers seem low? Click here		
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FIG. 16

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FIG. 17